

HIGHLIGHTS

Large club organisation continually evolving services to meet demands of existing membership base and new visitors

Moving from a standard NAS/San environment to a next-generation hyper-converged solution - Cisco HyperFlex

Enable a central platform to seamlessly integrate new services and applications using agile, scalable and pay-as-you-go economics of the cloud with benefits of on-premise infrastructure

CLOUD-MANAGED SOLUTION



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MOUNTIES GROUP: USING CISCO TECHNOLOGY TO ENHANCE MEMBER EXPERIENCE

BACKGROUND

Mounties Group (“the Group”) is the largest club organisation in the Southern Hemisphere with over 100,000 members.

Employing more than 400 staff across seven different venues throughout Sydney, the Group offers a range of services to its members, including restaurants, bars, live entertainment, sports facilities, gaming areas and social activities. The Group also sponsors many sporting organisations and teams in the surrounding communities.

The largest and most well known venue within the group is ‘Mounties’, which is located in Mt Pritchard in Sydney’s south western suburbs.

STAYING AHEAD OF AN EVOLVING MARKET

In a highly competitive market, Mounties Group needs to continually evolve its services to meet the demands of their existing membership base and visitors to its venues.

However, it’s not just the types of services offered that must evolve; it’s also the way in which services are delivered and communicated to members.

In order to do this, the business needs to be supported by the right technology.

With a growing membership base and expanding digital footprint, the Group’s existing SAN infrastructure was struggling to keep up. Ageing technology was negatively impacting speed and performance across the network, whilst the existing platform lacked the capacity to handle future business growth.

This meant the business was restricted in its ability to deliver modern services to its members, which was affecting the overall customer experience.

“Everything we do at Mounties Group is geared towards a better customer experience”

- Matthew Hort, Group IT Manager, Mounties Group

CISCO HYPERFLEX™ TECHNOLOGY

Following a comprehensive evaluation process, KNet Technology was engaged to design and deploy a new Cisco HyperFlex™ solution at the Groups headquarters in Mt Pritchard.

This solution would then be replicated at a second venue (Harbord Diggers on Sydney’s northern



beaches) to provide essential back-up and disaster recovery services.

As a Cisco Premier Partner, KNet Technology was responsible for moving the Group away from a standard NAS/SAN environment to a next generation hyperconverged solution.

Cisco HyperFlex™ Systems are powered by Intel® Xeon® processors to deliver the latest in flexible and scalable hyperconverged solutions. They combine the software-defined networking and software-defined computing of the Cisco Unified Computing System™ with Cisco HyperFlex HX Data Platform software to provide a single distributed, multi-tier, object-based data store with enterprise storage features.

This enables the Group to use a central platform to seamlessly integrate new services and applications as and when required. Cisco HyperFlex also provides the agility, scalability and pay-as-you-grow economics of the cloud with the benefits of on-premise infrastructure.

What's more, the solution features newer, smarter technology to allow for the transition of workload onto a more reliable and responsive platform.

As a result, the Group has more power and flexibility to deliver integrated customer centric services across its venues. Whether it's streamlining CRM databases or pushing content to mobile devices on-site via wireless infrastructure, the solution allows the Group to interact on a deeper and more meaningful level with its members.

MORE POWER. MORE SPEED. MORE CAPACITY.

The new Cisco HyperFlex solution is already bringing significant benefits to Mounties Group. On a technical level, the Group is now enjoying more network capacity, faster processing capabilities, and improved performance and reliability of workloads.

The centralised management platform also features a single pane of glass for greater control and visibility over the network. This enables the Group's IT department to monitor network activity and make decisions in real time – something that wasn't possible with the legacy infrastructure.

Furthermore, the ability to seamlessly integrate services and applications saves time and reduces complexity. There's also been a notable reduction in service time on delivery of projects and applications back to the business.

20% MORE EFFICIENT

In fact since deployment, the Group has experienced at least a 20% efficiency gain in the way server and virtual infrastructure is managed by internal IT resources.

"Mounties Group now has access to cutting-edge technology thanks to the Cisco HyperFlex solution," says Michael Dickerson, Sales Director, KNet Technology.

"We now have the technology to engage our members fully and provide a holistic experience that makes them love our brand and want to keep coming back for more."

- Matthew Hort, Group IT Manager, Mounties Group

IMPROVING CUSTOMER EXPERIENCE

Mounties Group now has the tools and technology to deliver a fully interactive experience to their members. Aside from providing engaging and targeted communications, there is now scope to implement things such as Smart City Technology e.g. number plate recognition for member parking.

"Everything we do at Mounties Group is geared towards a better customer experience," says Matthew Hort, Group IT Manager, Mounties Group.

"We now have the technology to engage our members fully and provide a holistic experience that makes them love our brand and want to keep coming back for more."

The benefits of having a single vendor for the Group's IT infrastructure and technology landscape is not lost on the client.



Matthew Hort adds:

“Deploying the Cisco HyperFlex solution means we have one management layer to drive speed and efficiencies that allows us to support our many and varied high transactional systems. This simplifies things dramatically and puts more control back in our hands.”

And with an anticipated ROI of 12-18 months, Mounties Group will quickly realise the cost benefits of the new solution.

KEY BENEFITS

- More network capacity and faster processing speeds
- Streamlined server management and reduced complexity
- Integrated architecture for seamless transition of data and support services
- A holistic network that can scale to accommodate future growth
- Seamless integration of new services and applications onto the platform
- Centralised platform for greater control and visibility over the network
- Improved performance and reliability of workloads